

20. (Currently Amended) A method for responding to an e-mail message comprising:
- receiving an e-mail message created by an original sender and addressed to a user;
- determining whether the received e-mail message includes an indication that said message corresponds to a predetermined e-mail message type said predetermined message type being created by said sender to include a main message and one or more user selectable option indicators, each of said indicators including:
- a first text which describes a corresponding option; and
a second text which further describes the corresponding option, said second text being displayed in response to a user selecting the corresponding option;
- corresponds to a one-touch e-mail message type, wherein said determining comprises:
- parsing the received e-mail message prior to displaying the received e-mail message; and
- detecting whether the received e-mail message includes a demarcation which distinguishes one-touch e-mail message types from non-one-touch e-mail message types;
- processing the received email message in response to determining said the received e-mail message corresponds to said predetermined a one-touch e-mail type[:]
- formatting and presenting displaying
- the received message according to a first format, wherein said first format includes the display of the processing comprises:
- identifying within the received e-mail message a main message and one or more option indicator demarcations, each of said option indicator demarcations corresponding to a user selectable option;

displaying the main message; and
displaying for each of the one or more option indicator
demarcations a corresponding first text which is included
within the received e-mail message, wherein said first text
describes a corresponding option corresponding to each of
said one or more options;
presenting
displaying a second text corresponding to a first option of said one
or more options in response to detecting the selection of a
first option which corresponds to a first option indicator
demarcation of said option indicator demarcations said first
option is selected, wherein the second text is included
within the received e-mail message and further describes
the first option; and
determining whether
automatically generating a reply message identifying the first
selected option is to be transmitted to the sender to the
original sender which identifies the first option, in response
to input from a user;
displaying the received e-mail message without performing said processing, in
response to determining the e-mail message does not correspond to a one-
touch e-mail type.

21. (Currently Amended) The method of claim 20, wherein said predetermined type is
a one touch email type wherein the one touch e-mail type is created by the original
sender to include a main message and one or more user selectable options, each of the
user selectable options including:
a first text which describes a corresponding option; and
a second text which further describes the corresponding option.

22. (Currently Amended) The method of claim 21, ~~wherein said second text describes a corresponding option in greater detail than a first text which corresponds to the option further comprising automatically assigning a number to each of the one or more options included within the received e-mail message, and wherein each of the one or more options are displayed along with a number which has been assigned to the corresponding option.~~
23. (Previously Presented) The method of claim 20, wherein the electronic message is received via an interactive television system.
24. (Previously Presented) The method of claim 23, wherein the at least one option is selected by using a television remote control device.
25. (Currently Amended) The method of claim 23 ~~26~~, wherein ~~in response to determining said reply message is to be transmitted, the reply message is automatically generated and sent responsive to a single indication received from a viewer user.~~
26. (Currently Amended) The method of claim 25 ~~23~~, ~~wherein the reply message is sent to the original sender of the received electronic message wherein subsequent to displaying the received e-mail message according to the first format on a receiving device of a user, the method further comprises disabling text input by the user.~~
27. (Currently Amended) The method of claim 20, ~~wherein the one-touch email type is created by the original sender according to a first format, said first format including:~~
~~a first demarcation which identifies said received e-mail message as a one-touch email message type, wherein the first demarcation indicates one or more options follow the first demarcation; and~~
~~for each of said one or more options:~~
~~a begin short option indicator;~~
~~a long option text; and~~
~~an end short option indicator;~~

a second demarcation which indicates an end of said one or more options; and
a main message.

~~further comprising determining whether a second option has been selected if it is determined that the reply message identifying the selected option is not to be transmitted.~~

28. (Currently Amended) The method of claim ~~27~~ 26, wherein in response to detecting said first option is selected, the method further comprises displaying a message to the user indicative of a single input from the user which will generate and send a reply message to the sender, said reply message including an identification of the first option and the user.

29. (Currently Amended) The method of claim ~~20~~ 30, wherein the received e-mail message corresponds to an advertisement for a product or service, and wherein said reply message indicates an interest in the product or service by ~~the~~ a user.

30. (Currently Amended) The method of claim ~~25~~ 20, wherein the selected option is identified in a header of the reply message.

31. (Currently Amended) A method for creating and sending an e-mail message comprising: an original sender creating and sending an e-mail message,

wherein if said original sender creates said e-mail message to be a one-touch e-mail type message, said e-mail message being is created by said sender according to a one-touch e-mail format, said one-touch e-mail format comprising:
a first demarcation which is usable by a recipient of the e-mail message to determine whether the e-mail message is a one-touch email message type or a non-one-touch e-mail message type, wherein the first demarcation indicates one or more options follow the first demarcation; and
for each of said one or more options:
a begin short option indicator; and

a long option text;
a second demarcation which indicates an end of said one or more options; and
a main message;
wherein if said original sender creates said e-mail message to be a non-one-touch e-mail
type message, said e-mail message is not created by said original sender
according to said one-touch e-mail format.

~~to include an indication that said e-mail message corresponds to a predetermined e-mail message type of a plurality of e-mail message types, said predetermined message type including a main message and one or more recipient selectable options indicators, each of said indicators including: a first text which describes a corresponding option; and a second text which further describes the corresponding option, said second text being displayable in response to a user selecting the corresponding option;~~
~~transmitting the e-mail message.~~

32. (Cancelled).
33. (Previously Presented) The method of claim 31, wherein the electronic message is transmitted via an interactive television system.
34. (Previously Presented) The method of claim 33, wherein the at least one option is to be selected by using a television remote control device.
35. (Previously Presented) The method of claim 33, wherein the at least one option is to be identified in an automatically generated reply message if the at least one option is selected.
36. (Previously Presented) The method of claim 35, wherein the selected option is identified in a header of the reply message if the selected option is to be transmitted.

37. (Previously Presented) The method of claim 31, wherein the main message corresponds to an advertisement for a product or service, and wherein said option is selectable by a user to indicate an interest in said product or service.

38. (Currently Amended) A system for responding to an electronic message comprising:

a processor configured to:

detect a received e-mail message;
determine whether said the received e-mail message includes an indication that said e-mail message corresponds to a predetermined one-touch e-mail message type by:,
parsing the received e-mail message prior to displaying the received e-mail message; and
detecting whether the received e-mail message includes a demarcation which distinguishes one-touch e-mail message types from non-one-touch e-mail message types;

said predetermined message type being created by an original sender to include a main message and one or more recipient selectable option indicators, each of said indicators including:
a first text which describes a corresponding option; and
a second text which further describes the corresponding option, said second text being displayed in response to a user selecting the corresponding option;
process the received e-mail message in response to determining said message does corresponds to said predetermined a one-touch e-mail type, said process comprising:
identifying within the received e-mail message a main message and one or more option indicator

demarcations, each of said option indicator demarcations corresponding to a user selectable option;
displaying the main message;
displaying for each of the one or more option indicator demarcations a corresponding first text which is included within the received e-mail message, wherein said first text describes a corresponding option;
displaying a second text in response to detecting the selection of a first option which corresponds to a first option indicator demarcation of said option indicator demarcations, wherein the second text is included within the received e-mail message and further describes the first option; and
automatically generating a reply message to the original sender which identifies the first option, in response to input from a user;
display the received e-mail message without performing said process, in response to determining the e-mail message does not correspond to a one touch e-mail type;
~~format and present said message according to a first format, wherein said first format includes the display of the main message and a first text corresponding to each of said one or more options;~~
~~present a second text corresponding to a first option of said one or more options in response to detecting said first option is selected; and~~
~~determine whether a reply message identifying the selected option is to be transmitted;~~

a memory coupled with the processor, wherein the memory is configured to provide instructions to the processor.

39. (Currently Amended) A computer program product for responding to an electronic message, said product comprising a computer readable medium including program instructions executable to:

detect a received e-mail message from an original sender;
determine whether the received e-mail message corresponds to a one-touch e-mail message type, wherein said determining comprises:
parse the received e-mail message prior to displaying the received e-mail message; and
detect whether the received e-mail message includes a demarcation which distinguishes one-touch e-mail message types from non-one-touch e-mail message types;
process the received e-mail message, in response to determining the received e-mail message corresponds to a one-touch e-mail type, wherein said process comprises:
identifying within the received e-mail message a main message and one or more option indicator demarcations, each of said option indicator demarcations corresponding to a user selectable option;
displaying the main message; and
displaying for each of the one or more option indicator demarcations a corresponding first text which is included within the received e-mail message, wherein said first text describes a corresponding option;
display a second text in response to detecting the selection of a first option which corresponds to a first option indicator demarcation of said option indicator demarcations, wherein the second text is included

within the received e-mail message and further describes the first option; and

automatically generate a reply message to the original sender which identifies the first option, in response to input from a user;
display the received e-mail message without performing said process, in response to determining the e-mail message does not correspond to a one touch e-mail type.

~~determine whether said message includes an indication that said e-mail message corresponds to a predetermined e-mail message type said predetermined message type being created by an original sender to include a main message and one or more recipient selectable option indicators, each of said indicators including:~~

~~a first text which describes a corresponding option; and a second text which further describes the corresponding option, said second text being displayed in response to a user selecting the corresponding option;~~
~~in response to determining said message does correspond to said predetermined type, said instructions are executable to: format and present said message according to a first format, wherein said first format includes the display of the main message and a first text corresponding to each of said one or more options;~~
~~present a second text corresponding to a first option of said one or more options in response to detecting said first option is selected; and~~

~~determine whether a reply message identifying the selected option is to be transmitted.~~

40. (Previously Presented) The computer program product of claim 39, wherein the computer readable medium is selected from the group consisting of CD-ROM, floppy disk, tape, flash memory, system memory, hard drive, and data signal embodied in a carrier wave.